

TBON Magazine

Graphic Design

Complete re-design of an established publication to enhance advertising revenue and increase readership.

Background:

The Best Of Northampton is a B2B publication with a circulation of over 20,000 in the Northants area. The publication is a franchise with publications under the banner of "The Best Of" circulating the entire country.

The Best Of Northampton magazine has been going for around 12 months with the release of 3 quarterly issues before the fourth issue, which Karbon were tasked with re-designing.

Brief:

Complete re-design of the magazine template, within tight brand guidelines in-order to create a more modern, clean and professional publication, which would be assist in delivering and justify higher value advertising whilst increasing readability.

Execution:

Karbon started the template design from scratch, building it up in stages and creating a number of standardised layouts for features, editorial content and a range of supporting graphics.

We changed from two, to three columns and removed the block type justification. We also substituted the font with Helvetica and increased the line spacing to enhance readability.



We increased page count to 84, plus 4pp cover and set the template with a healthy 45% to 40% advertising to editorial ratio. We also moved to perfect bound with a spot UV gloss for the cover.

We also created a new advertising guide for advertisers and tightly controlled both the dimension and quality of the artwork being submitted.

Other innovations were to link elements of the magazine, deepening reader interaction through the use of call-outs and mini cases.

Details

Remit
Graphic Design

Design
Joe Birkedale

Headline Results
30% increase in editorial content

Knock-on Result
The feel of the magazine is now much 'cleaner' and offers a far more professional image for both advertisers and the publication as a whole.

Project Value
£1,800

Client Management
Joe Birkedale
Adam Norris

10% increase in page count

Timescale
Concept to reality in 10 days. Target was 14 days.

Art Direction
Joe Birkedale

25% increase in advertising revenue

Production
CKN Print

The sales team now also has a clear template for planning the magazine for each subsequent issue.